

## **Bike Education, Encouragement and Enforcement Meeting**

Post meeting notes

9/27/2011

**Next meeting:** TBD

**Location:** TBD- ideas??

- During our next meeting we will think about ways to improve our Bike to Work Day events.
- We will also start a conversation about our next efforts

### Today's Topics

Bike to Work Day

Next Efforts

### Attended:

1. Katie McBride
2. Laura Trachtenberg
3. Jasmine Weatherby
4. Scott Render
5. Dave Morse
6. Laura Brennan
7. Marigny Bostock
8. SteVon Edwards
9. Alex H. M. Molina
10. Carl Filler
11. Kate Holwerk
12. Kirby Coleman
13. Rolf Eisinger

### Updates:

#### **Promotion**

Let's see how many people we can have replace their profile pic with the Bike to Work Day logo. I have attached the file. Thanks!

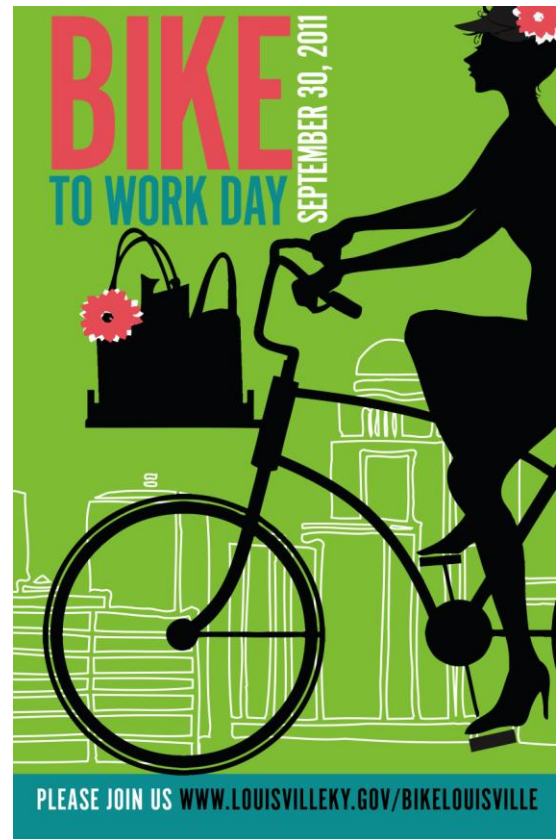
#### **Commuter challenge**

10 teams with about 5 people per team- not too late to join:

<http://bicyclingforlouisville.org/biketowin>

#### **Vendor update**

TARC, LBC, Bicycling for Louisville, Bike Courier Bike Shop, Magnolia Photo Booth, Louisville Loop, Tour de Cure, AAA (pending), Rainbow Blossom, Brian Injury Alliance Kentucky.



**Meet and Rides meet and rides will leave around 7:15-7:20 and ride downtown.**

**Seneca Park**

6:45 am Ride Captain: Laura Trachtenberg, Andy Murphy

6:45 am Set Up Volunteer: Clarksville Schwinn

**Iroquois Park**

6:45 am Ride Captain: Eric Brown and Roy Denny

6:45 am Set Up Volunteer:

**Shawnee Park**

6:45 am Ride Captain: Mark White

6:45 am Set Up Volunteer: Bob Mauney

**Downtown**

6:15 am Set up Rolf Eisinger and Scott Render

Printed bike map

Proposed 21 segments display

Proposed Signed route display

Louisville Loop display

Helmets

Lights/bells

Water bottles

Street sense bags

Yellow cards

Next Efforts:

A lot of efforts have been suggested by the Bike Summit and you can find a list in the Bike Master Plan here: <http://www.louisvilleky.gov/BikeLouisville/bikefriendly/2010bikemasterplan.htm>

Below I have posted some topics which are outlined in the master plan. Which one you most interested in helping out in the nex?

3.3 Implement and evaluate enhancement and enforcement programs

3.5 Advance a social marketing campaign to promote bicycling

3.6 Create and expand programs that promote and benefits of bicycling

3.13 Increase opportunities for driver education about bicycles

3.14 Increase opportunities for bicycle education